



# INVOICE

**WFSB**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 Main: (860)728-3333  
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
499237-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1517

Billing Address:

Mentzer Media Services, Inc.  
 Attention: Accounts Payable  
 600 Fairmount Avenue  
 Suite 306  
 Towson, MD 21204

Send Payment To:

**WFSB**  
 BOX 13034  
 Newark, NJ 07188-0034

Flight Dates	Order #	Alt Order #
10/19/12 - 10/22/12	499237	06382354

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/19/12	10/19/12	CBS: THE EARLY SHOW	7am - 9am	----1--	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 8:37 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV39H \$300.00 NM									
2	10/19/12	10/19/12	9am-10am	9am - 10am	----1--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 9:50 AM 9am-10am 9am - 10am :30 LMFS12TV39H \$500.00 NM									
3	10/19/12	10/19/12	3pm-4pm Syndication	2:58pm-4pm	----1--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 3:43 PM 3pm-4pm Syndication 2:58pm-4pm :30 LMFS12TV39H \$200.00 NM									
4	10/19/12	10/19/12	4p-5p Dr. Oz	4pm-5pm	----1--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 4:25 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV39H \$400.00 NM									
5	10/19/12	10/19/12	Inside Edition	7pm - 7:30pm	----1--	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 7:11 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV39H \$1,500.00 NM									
6	10/20/12	10/20/12	Sa Late News	11PM - 11:35PM	-----1-	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,900.00									

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

## INVOICE



Send Payment To:

**WFSB**  
**BOX 13034**  
**Newark, NJ 07188-0034**

Invoice #	Invoice Date	Invoice Month	Invoice Period
499237-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1517	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/20/12	10/20/12	Sa Late News	11PM - 11:35PM	-----1-	:30	1	\$1,900.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 Sa Late News 11PM - 11:35PM :00 \$1,900.00 NM Credited									
7	10/20/12	10/20/12	Eyewitness News Week	6am - 7am	-----1-	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1- 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 6:24 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV39H \$375.00 NM									
8	10/20/12	10/20/12	7a-9a Sat. Eyewitness Ne	7am-9am	-----1-	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 7:25 AM 7a-9a Sat. Eyewitness New 7am-9am :30 LMFS12TV39H \$500.00 NM									
9	10/21/12	10/21/12	Eyewitness News Week	6am - 7am	-----1	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 6:13 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV39H \$375.00 NM									
10	10/21/12	10/21/12	7a-9a Sun Eyewitness Ne	7am-9am	-----1	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 8:28 AM 7a-9a Sun Eyewitness News 7am-9am :30 LMFS12TV39H \$500.00 NM									
11	10/21/12	10/21/12	CBS Sunday Morning	9:00am - 10:30am	-----1	:30	1	\$1,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$1,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 8:59 AM CBS Sunday Morning 9:00am - 10:30am :30 LMFS12TV39H \$1,100.00 NM									
12	10/21/12	10/21/12	Patriots Football	1:00pm - 7:00pm	-----1	:30	1	\$12,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$12,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 5:58 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV39H \$12,000.00 NM									
13	10/22/12	10/22/12	CBS: THE EARLY SHOW	7am - 9am	1-----	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 1----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/22/12 8:53 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV39H \$300.00 NM									
14	10/22/12	10/22/12	9am-10am	9am - 10am	1-----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 1----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

## INVOICE



Send Payment To:

**WFSB**  
**BOX 13034**  
**Newark, NJ 07188-0034**

Invoice #	Invoice Date	Invoice Month	Invoice Period
499237-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1517

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
14	10/22/12	10/22/12	9am-10am	9am - 10am	1-----	:30	1	\$500.00	NM																																		
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/22/12</td><td>9:43 AM</td><td>9am-10am</td><td>9am - 10am</td><td>:30</td><td>LMFS12TV39H</td><td>\$500.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/22/12	9:43 AM	9am-10am	9am - 10am	:30	LMFS12TV39H	\$500.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	9:43 AM	9am-10am	9am - 10am	:30	LMFS12TV39H	\$500.00	NM																																	
15	10/22/12	10/22/12	3pm-4pm Syndication	2:58pm-4pm	1-----	:30	1	\$200.00	NM																																		
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>1-----</td><td>1</td><td>\$200.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/22/12</td><td>3:36 PM</td><td>3pm-4pm Syndication</td><td>2:58pm-4pm</td><td>:30</td><td>LMFS12TV39H</td><td>\$200.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	1-----	1	\$200.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/22/12	3:36 PM	3pm-4pm Syndication	2:58pm-4pm	:30	LMFS12TV39H	\$200.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/22/12	10/28/12	1-----	1	\$200.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	3:36 PM	3pm-4pm Syndication	2:58pm-4pm	:30	LMFS12TV39H	\$200.00	NM																																	
16	10/22/12	10/22/12	Inside Edition	7pm - 7:30pm	1-----	:30	1	\$1,500.00	NM																																		
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>1-----</td><td>1</td><td>\$1,500.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/22/12</td><td>6:59 PM</td><td>Inside Edition</td><td>7pm - 7:30pm</td><td>:30</td><td>LMFS12TV39H</td><td>\$1,500.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	1-----	1	\$1,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/22/12	6:59 PM	Inside Edition	7pm - 7:30pm	:30	LMFS12TV39H	\$1,500.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/22/12	10/28/12	1-----	1	\$1,500.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	6:59 PM	Inside Edition	7pm - 7:30pm	:30	LMFS12TV39H	\$1,500.00	NM																																	
17	10/22/12	10/22/12	Eyewitness News	11PM - 11:35PM	1-----	:30	1	\$1,900.00	NM																																		
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>1-----</td><td>1</td><td>\$1,900.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/22/12</td><td>11:23 PM</td><td>Eyewitness News</td><td>11PM - 11:35PM</td><td>:30</td><td>LMFS12TV39H</td><td>\$1,900.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	1-----	1	\$1,900.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/22/12	11:23 PM	Eyewitness News	11PM - 11:35PM	:30	LMFS12TV39H	\$1,900.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/22/12	10/28/12	1-----	1	\$1,900.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	11:23 PM	Eyewitness News	11PM - 11:35PM	:30	LMFS12TV39H	\$1,900.00	NM																																	
Total Spots							16																																				

Payment Terms Net 30 Days

<u>Gross Total</u>	<b>\$22,150.00</b>
<u>Agency Commission</u>	<b>\$3,322.50</b>
<u>Net Amount Due</u>	<b>\$18,827.50</b>

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.